

Fundraiser Business eCourse

Being a Fundraiser Distributor is a Great business.

You get to help kids and other worthy organizations raise much needed money and you make Fantastic Profits by providing them with products they can sell (Customized Bag Tags or Discount Cards)!

The Fundraising Business is HUGE!

Billions of dollars are raised every single year in the U.S. through fundraising (usually by kids). Every single day thousands of fundraisers are going on from groups such as . . .

elementary schools, middle schools, high schools (every high schools has anywhere from 25 to 50 or more separate groups that all do some type of fundraising such as all of the athletic teams, the cheerleaders, the dance team, the bands, and all of the clubs) college groups, pre-schools, church youth groups, women's auxiliary groups, little league, pee-wee groups, girl and boy scouts, clubs, youth bowling leagues, Relay for Life, Cancer, Leukemia & Lymphoma, Muscular Dystrophy fundraisers, Elks, Optimists, Rotary, Shriners, VFW, all-star sports, cheer and dance teams, PTAs and PTOs and many many more.

As wide and varied the groups are, they all have one thing in common . . .

Every group needs a product to sell, and they ALL must go through a Fundraiser Distributor to obtain it. As a Fundraiser Distributor, you provide the groups with the product (Bag Tags, Punch 'n Save Cards, Pizza Cards or Discount Cards) and the tools they need to sell them (brochures/order takers).

You also make a profit on every product item that all of your groups sell.

Your profit margin is 25% (Bag Tags) and 20% or 35% (Discount Cards) on All of the money raised from every fundraiser you start!

Notice that you can make 20% or 35% on Discount Cards. If you want to make HUGE PROFITS, then you only need to acquire the businesses for your group so you can charge them \$5.00 per card rather than \$3.50. We HIGHLY recommend doing this as your Profits will be a HUGE 35%!!

But, if you want to let the group acquire the businesses, then you only have to place the order with us and collect your easy 20%.

If your group raises \$500 – you make \$125 (Bag Tags), \$175 (Dist. Build Cards) and \$100 (Group Built Cards)

If they raise \$1000 – you make \$250 (Bag Tags), \$350 (Dist. Built Cards) and \$200 (Group Built Cards)

If they make \$10,000 – you make \$2,500 (Bag Tags), \$3,500 (Dist. Built Cards) and \$2,000 (Group Built Cards)

And this is just one group. You can have many groups selling at the same time.

Getting Started . . .

1. Set-Up Your Business

First, you need to decide on a business name for your new company. We recommend that you keep it short and simple (like “Easy Fundraising” or “Top Fundraising”).

Next, go to your County Courthouse and file your new business name as a DBA (Doing Business As). This usually costs about \$10 to \$20.

Then, go to your bank and open up a small business account. In order to open a small business account, most banks require that you show them a DBA certificate which you receive from the county. The reason you need a business account at the bank is so you can deposit all of the checks that you will receive from the various groups that do fundraisers through you. Now, if you only do a small number of fundraisers throughout the year then you might be able to get by without a DBA, but we recommend getting a DBA because its very professional.

Finally, you need to order a Fundraiser Starter Package from us for only \$49. This will include everything you need to get your business up and running. If you're already in the business call us!

2. Next, You Need to Decide How You Want to Acquire Customers

There are 2 ways to acquire customers (Fundraising Groups that sell one of your products for their fundraisers).

One is to have an internet website. The other is to contact local groups and meet with them.

We HIGHLY RECOMMEND that you start off by using the internet to get your business up and running. This simply means using a custom website (which we build for you and host for you as part of your \$49 Starter Package).

The reason we urge you to start by using a Fundraiser website is because it Works! As part of your Starter Package, we provide you with a Proven Business Model which is Very Simple and Very Effective. Other advantages to using a Fundraiser website are:

- ◆ You don't have to meet with or talk to other people.
- ◆ No sales ability is required. Your website is like an automated salesperson that works non-stop 24 hours a day ~ 365 days a year.
- ◆ By using a website, your potential customers aren't limited to your local area. Your customer pool is the entire United States.

As far as contacting local groups and meeting with them goes . . . There is nothing wrong with this method if you already know a lot of people (PTA moms, schoolteachers, band directors, coaches, etc) or if you like to meet new people and you like to talk.

As far as contacting local groups goes, we recommend that you get some business cards made and "casually" hand them out when the right situations occur. Most people who don't especially like to approach friends or strangers do not mind the low key approach which is basically letting the word get out that you are a fundraiser distributor and you have unique fantastic products which you would like for groups to consider for their next fundraiser.

3. Your Fundraiser Website

We will build you a customized Fundraiser Website as part of your \$49 Starter Package. This includes one year of hosting your website, keeping it running and keeping it current. After the first year, the present price we are charging is only \$49 per year thereafter.

Once you have a Fundraiser website, the next thing that you need are visitors to your website. More important than just "visitors" to your website, you want "targeted visitors". Targeted visitors are those people who are looking for a fundraiser product for their group to sell.

There are many ways of getting targeted visitors to your website and the easiest most cost effective way is to advertise on the major search engines - Google ~ Yahoo ~ MSN.

After your Fundraiser website is built and is up and running, you simply go to: www.google.com , www.yahoo.com , and www.msn.com and open an advertising account. The Google, Yahoo and MSN websites will walk you through a few easy steps to get your ads up and running and it only takes a few minutes to accomplish this.

In addition to running ads on Google, Yahoo and MSN, other ways to advertise your website are:

- ◆ Ads on other websites. There are millions of websites where your fundraising ad can reach the type of audience you are looking for.
- ◆ Ads on fundraising Directories (www.fundraiser.net , www.fundraisingnetwork.org)
- ◆ Online classified ads
- ◆ Online chatrooms
- ◆ Your business cards
- ◆ School booster clubs

The list can go on and on. The more you think about it, the more ideas you will come up with. As your Fundraiser Business builds, it is imperative for you to remember to keep building your advertising budget.

The Bottom Line Is . . .

The more you advertise ~ the more groups you'll get ~ the more money you'll make!

4. Wholesale Pricing Info . . .

The Fundraiser Starter Package includes everything you need to get your business up and running. As your business continues growing, you are going to eventually need additional supplies.

- Your WebSite Hosting Fee – Your Business Starter Package includes one year of hosting. After the first year, your cost for continued hosting from us is only \$49 per year.
- Bag Tag Samples – 25¢ each plus shipping.
- Punch 'n Save, Pizza and Discount Card Samples – 25¢ each plus shipping.
- Bag Tag Brochure/Order Forms – 20¢ each plus shipping.

5. How The Fundraising Business Works . . .

Typically a group (a school band, cheerleaders, elementary PTA, etc.) will decide they need to do a fundraiser to raise money for something. Example: A high school choir wants to raise money for a competition trip or for new choir robes.

At this point, the group will choose someone to be in charge. That person will then get on the internet and start looking for different ideas. When they find a website with a fundraising idea that they like, they will request a free information kit from that company.

Note: Your Fundraiser Website has a page with a free information kit request form on it. When someone fills out the free information kit request form, this information is automatically emailed to you. All that you have to do is mail them a free info kit which is a cover letter and a sample of the product they are interested in (All of this is provided in your Starter Package).

After this person has found 2 or 3 different ideas that they like and have ordered 2 or 3 free info kits from 2 or 3 different companies, they will generally end their search on the internet and wait for these info kits to come in the mail. When the info kits have arrived, they will present these 2 or 3 ideas to the members of their group to see which one they want to sell.

You have 2 different types of fundraiser products that groups can sell...

1. Customized Bag Tags
2. Three different types of Discount Cards (Punch 'n Save Cards, Pizza Cards & Multi-Business Discount Cards).

If the group chooses to sell Custom Bag Tags . . .

They will then go online to your fundraiser website and order enough bag tag brochure/order takers for each member to have one. (A bag tag brochure/order taker is a color brochure that shows pictures of the 12 different bag tag styles and has an attached order form for writing down order information.)

Note: Your Fundraiser website has a page with a “Start a Bag Tag Fundraiser Form” on it. When someone fills out the “Start a Bag Tag Fundraiser Form”, this information is automatically emailed to you. All that you have to do is mail them the number of bag tag brochure/order takers they need.

After the group’s fundraiser is over, they will enter all of their orders into a spreadsheet.

Note: Your Bag Tag Fundraiser website has a page with a customized spreadsheet order form. When the group completes their order form, they email the form to you. All that you have to do is forward the order form to our Processing Department.

Once we have received your Bag Tag order, we will print and ship the entire order inside of 48 hours. We ship the order to you or to the group as per your instructions. We will then send you an invoice for the Bag Tags you ordered (at \$2.50 per set). You will be given 30 days to pay the invoice. This gives you plenty of time to collect from the group being as they were supposed to collect all of the order money from their sales up-front – so they are just sitting on the money awaiting your invoice.

Remember . . . The Bag Tags are sold by the group for \$10 per set. The group makes \$5 per set and they owe you \$5 per set. When we print and ship the Bag Tag orders, you owe us \$2.50 per set which leaves you with a net profit of \$2.50 per set.

If the group chooses to sell Discount Cards . . .

They will then go out in their community and talk with different business owners to support their fundraiser by offering a discount to be printed on the Discount Cards.

- ◆ If they use the Pizza Card - they only need to get 1 Pizza Business to offer a buy 1 & Get 1 offer.
- ◆ If they use the Punch ’n Save Card – they need to get 1 Business to offer a buy 1 & Get 1 offer.
- ◆ If they use the Multi-Business Discount Card – they need to get a variety of 10 to 20 businesses to offer discount offers (usually a mix of different food and entertainment businesses).

After the group has acquired the business discount(s), they will fill-out an order form on your website.

Note: Your Fundraiser website has order form pages for all 3 types of discount cards. When the group completes their order form, our Processing Department will build a “proof” discount card and email it to the group for their approval.

Once the group has approved the “proof” discount card, our Processing Department will print and ship their entire Discount Card order inside of 48 hours. We ship the order to you or to the group as per your instructions. We will then send you an invoice for the Discount Cards ordered (at \$1.50 per card). You will be given 30 days to pay the invoice. This gives you plenty of time to collect from the group being as their Discount Card Fundraiser should only last 2 or 3 weeks.

Remember . . . The Discount Cards are sold by the group for \$10 each. The group keeps \$6.50 per card and they owe you \$3.50 per card. When we print and ship the Discount Card orders, you owe us \$1.50 per card which leaves you with a net profit of \$2.00 per card.

If you decide to acquire the business(es) for the group....

This method will work exactly the same way even if you decide to acquire the business(es) for your group. You will approach the business on your groups behalf and have them sign a business agreement from. Then you will fill out the order form so that we can build a proof card to show to your group. Once they group approves the card we will print and ship the order. The only difference is the group will pay you \$5.00 per card and you owe us \$1.50 which leaves you with \$3.50!!!

That's It ~ Told You This Was Easy!

If the Fundraiser Business Interests You, Now is the Time to Order Your
Fundraiser Starter Package

Your Starter Package will include:

- ◆ Customized Fundraiser Website
- ◆ 12 Months Hosting the Website
- ◆ 50 Bag Tag Brochure/Order Takers
- ◆ 25 Sample Bag Tags
- ◆ 25 Sample Punch 'n Save Cards
- ◆ 25 Sample Pizza Cards
- ◆ 25 Sample Multi-Business Discount Cards
- ◆ Masters of All Cover Letters & Forms

[Click Here to see
Sample Fundraiser Website](#)

To Order Your Fundraiser Business Starter Package . . .

1. You will first pay \$49 through PayPal.
2. After paying, you will be sent to the next page where you will choose your website URL (the URL is the www.“Your Website Name”.com).
3. We will get your shipping address to send you your Starter Package.

That's it! You will receive the Starter Package in 2 to 3 days and your website will be up and running and you will be in the Fundraiser Business ~ Congratulations!

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